



MEMORANDUM OF UNDERSTANDING (MOU)

between

MAPLE Business Council (“MAPLE”)

and

The City of Long Beach (“Long Beach”)

BACKGROUND

35138

As part of the City of Long Beach’s Blueprint for Economic Development, Long Beach has identified specific objectives for Economic Leadership and Cooperation. These include expanding regional and international market opportunities for local products and services and increasing foreign direct investment and international trade. Canada is a key market opportunity for Long Beach given its geographic proximity, its status as the second largest export market for California, and as the third largest source of foreign direct investment in Los Angeles County. Consistent with Long Beach’s recommendations to partner with regional agencies to promote trade and foreign direct investment, Long Beach would like to facilitate more bilateral economic activity with Canada with the help of MAPLE Business Council.

MAPLE is a California non-profit mutual-benefit corporation, which organizes its membership base to promote trade, investment, and entrepreneurship between Southern California and Canada. MAPLE has a growing membership of executives, entrepreneurs, investors and service providers in Southern California and Canada. MAPLE is uniquely qualified to organize this membership around the Southern California/Canadian cross-border topic and it does so in a bilateral way, promoting Southern California to Canadian businesses, and Canada to Southern California businesses. MAPLE would like to help Canadian companies be successful in Long Beach, and grow its membership of businesses with the help of Long Beach.

MAPLE and Long Beach are hereby entering this mutually beneficial MOU to support each other in our missions.

PURPOSE AND SCOPE

The purpose of this MOU is to focus the efforts of each party in support of the other, around a key set of initiatives to be undertaken starting in 2018. The scope will be limited to work that both parties undertake in the promotion of the Long Beach region as an important partner in international trade, investment and entrepreneurship. The following commitments are to be delivered on a best-efforts basis, and in good faith.



LONG BEACH COMMITMENTS UNDER THIS MOU – The City of Long Beach shall undertake the following activities:

1. Announcement of this MOU through Long Beach’s marketing communications;
2. Participate in MAPLE events such as quarterly networking meetings and other special meetings that are organized throughout the year;
3. Collaborate with MAPLE to host a networking event in Long Beach to present the economic development vision and momentum within Long Beach to the MAPLE network. Specifically, Long Beach will provide a complimentary venue and presenter(s);
4. Join MAPLE on one mission to Canada in 2019, to a city that has strategic value to the Long Beach region, such as Vancouver, Toronto or Montreal; and/or
5. Provide a senior leader from the City of Long Beach to present the City’s economic development programs at a 2019 MAPLE reception in Vancouver;
6. Join MAPLE Business Council as a partner organization in 2018;
7. Assist MAPLE with senior level introductions to organizations and institutions that are active in the economic development of the City of Long Beach;
8. Invite MAPLE for a meeting with Mayor Garcia to discuss the work of MAPLE and the opportunities for collaboration together; and
9. Provide briefings on the benefits of the City of Long Beach to Canadian companies considering expansion to Southern California.

MAPLE COMMITMENTS UNDER THIS MOU – MAPLE shall undertake the following activities:

1. Announcement of this MOU to the MAPLE membership and broader Canada – U.S. network through the MAPLE website, electronic newsletter, email communications, and social media;
2. Host a networking event in Long Beach to convene members and guests of MAPLE to hear about the economic development vision and programs of Long Beach;
3. Act as a Canadian market resource to the Economic Development Commissioner, Ms. Leah Goold-Hawes, as she develops the economic development roadmap for FDI/international trade;
4. Be an advocate for Long Beach to the MAPLE network sharing key news and milestones as a targeted media channel to executives across Canada and the U.S.;
5. Invite Long Beach to be a keynote presenter at a 2019 MAPLE reception in Vancouver. Long Beach will be responsible for travel expenses; however, MAPLE will provide travel discounts as available;
6. Extend an invitation to Long Beach to join MAPLE on a Canadian mission that is organized to a major Canadian market where the purpose includes promoting the Southern California region to Canada; and
7. Upon understanding the priority sectors that the City of Long Beach would like to focus on for future international trade and foreign direct investment programs, explore development of a Long Beach mission to a major Canadian market for fact-finding, partnership opportunities or awareness building.
8. Highlight Long Beach as a market destination to Canadian companies seeking to expand to Southern California.

FUNDING

The work required to deliver upon the commitments is considered voluntary by both parties, and therefore there shall be no payment required by either party to the other for the commitments described in this MOU.



DISCLAIMER

This MOU combines the existing efforts of both parties and will not be interpreted as a contract exclusive agreement between or imply endorsement of the opinions, products or services of either party.

EFFECTIVE DATE, TERM AND SIGNATURE

This MOU shall be effective as of the last date of the authorized signatures below, and shall be in effect for the period of one calendar year and automatically renew for one-year periods thereafter.

This MOU may be terminated, without cause, by either party upon 30 days' written notice to the other party.

The City of Long Beach and MAPLE indicate agreement with this MOU by their signatures.

The City of Long Beach

[Signature]
Name

Title

12/13/19
Date

Tom Modica
Assistant City Manager

MAPLE Business Council

[Signature]
Robert Kelle

Chairman – Co-Founder

November 29, 2018
Date

MAPLE Business Council

[Signature]
Stephen Armstrong

Chief Marketing Officer – Co-Founder

NOV 29, 2018.
Date

**EXECUTED PURSUANT
TO SECTION 301 OF
THE CITY CHARTER**

APPROVED AS TO FORM

12-11-2018
CHARLES PARKIN, City Attorney

By [Signature]

**RICHARD ANTHONY
DEPUTY CITY ATTORNEY**